



Vooma Vaccination Weekend (12- 14 November 2021) Communication Guide

Three out of every five over fifties are now vaccinated. If we can get close to five out of five by the end of the year, we will crush the power of the 4th wave

Communications logic

- Three out of every five people aged fifty plus are either fully vaccinated or have had their first Pfizer dose.
- The 4th wave is likely to hit South Africa early in the new year.
- Over 80% of Covid-19 deaths so far have occurred in people over fifty. We want to prevent every death, but we can crush much of the power of the 4th wave by vaccinating more than 85% of people aged 50 and older. That means providing first dose vaccinations to at least 3.6 million more people 50+ by the end of the year
- At the same time, we need every adult in South Africa to get vaccinated as well as those children aged 12-17 years of age who want to, or are at high risk because of co-morbidities.

CALL TO ACTION

1. The President has called on all leaders in South Africa to intensify their support for the Covid-19 vaccination programme by getting behind the Vooma Vaccination Weekends.
2. The next Vooma Vaccination will be held from 12-14 November 2021 and all leaders across South Africa are urged to get behind the vaccination programme and mobilise their followers. We believe that people will come forward to be vaccinated if they hear the message from people they trust, who can reassure them and take away some of their anxieties and provide them with the facts.

OUR GOAL

3. We are not going to achieve our goal of vaccinating 70% of adults by the end of the year – but the closer we can get to that target, the more lives we will save.
4. It's most important that older people get vaccinated, because they are more likely to end up in hospital or die.
5. But younger people are also at risk of getting very sick or dying. That's why every adult should get vaccinated as soon as possible.

OUR MESSAGE TO THE PEOPLE OF SOUTH AFRICA

6. Three out of every five over fifties are now vaccinated. If we can get close to five out of five by the end of the year, we will crush the power of the 4th wave
7. If you are sixty plus and not yet vaccinated, we have good news for you! Go get vaccinated during the month of November and you will automatically receive a Vooma Vaccination Voucher valued at one hundred rand.

8. Vaccination against Covid-19 is thousands of times safer than catching Covid-19 and will protect you and those you love. It is not 100% effective in preventing you from getting infection, but even if you do get Covid-19, your chances of getting very sick or dying are much smaller.
9. If you are 18 years or older, don't wait any longer! Go and get vaccinated at a site near you. You don't even have to wait for an SMS telling you when and where to go.
10. If you are a teenager 12 to 17 years of age, you can also choose whether you want to get vaccinated. It's safe and can protect you and your family. Talk to them about it.
11. The vaccination is free to everyone living in South Africa, whether you are a South African or from another country. You can go to a government health facility or a private pharmacy that offers vaccinations, even if you don't have medical aid.
12. You are especially invited to go to a site near you on the 12-14 November 2021 during the Vooma Vaccination Weekend.
13. Got any questions or concerns? Call the tollfree Covid-19 hotline 0800 029 999. It is there for you.